

MISSOURI DIVISION OF TOURISM

FY20 ANNUAL REPORT

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Missouri Division of Tourism



We are a skilled team of ...

Marketers, communicators, public-relations leaders, researchers, film-industry specialists and front-line staff backed by a highly qualified financial team, supported by a marketing agency of record and guided by a 10-member commission, striving to promote Missouri as one of America's leading travel destinations.

Promoting Missouri requires ...

Use of strategic, comprehensive and research-based integrated marketing programs that highlight the diversity of destinations and attractions in Missouri to drive awareness of and engagement with the statewide travel industry.



Missouri Division of Tourism



We accomplish this by ...

Utilizing outlets from traditional mediums (TV, print) to online resources (paid search, digital and social media) and supporting a matching-grants program for DMOs.


- MDT maximizes the frequency and reach of messages in select markets that have demonstrated the greatest impact on Missouri's economy.
- MDT's marketing is aligned in accordance with the PESO model — Paid, Earned, Shared and Owned.

And we do it because ...

Travel is vital to the Show-Me State, contributing more than \$26.7 billion in taxable sales for the 45 tourism-related NAICS codes when combining FY19 and FY20, while employing an average of 291,966 Missourians in each of the last two fiscal years.




FY20 — Topline Numbers



36.3
million
visitors



\$14.5
billion
economic impact



\$12.6
billion
in taxable sales



\$479.1
million
in state tax revenues



312,396
Welcome Center visitors



2.06
million
website visits



\$1.26
in state tax revenue for every
dollar in MDT's budget

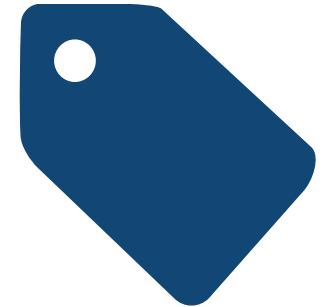


279,602
Missourians employed in tourism

FY20 – July 1, 2019 to June 30, 2020

Visitors and Spending

In FY20, 36.3 million visitors spent \$12.6 billion in the 45 tourism-related NAICS codes. These totals represent a 15% decline in visitation and 11% drop in NAICS spending from FY19. Declines were attributed to COVID-19's impact in Q3 and Q4.



Fiscal Contributions

Tourism in Missouri generated \$1.2 billion in local and state tax revenues in FY20, offsetting the average household tax burden by \$491 per household. When federal taxes are added, tourism generated \$2.0 billion, a 19% decline from FY19.



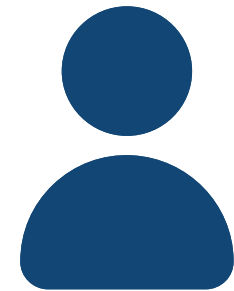
Employment Generator

Tourism-related industries provided 279,602 jobs in FY20, an 8.1% decrease from FY19. Lodging, food-service and entertainment industries saw significant job losses due to COVID-19's impact on travel. Approximately 7.5% (1 in 13) of all jobs were in tourism-related industries in FY20.



Visitor Makeup

Nearly two-thirds of visitors stayed overnight (63.8%), and 85.7% came for leisure. About 43% of Missouri's visitors are from in-state (travels 50+ miles, one way, from home and/or stays overnight at a destination). Day-trippers spent about \$91 per person per day; overnight visitors spent about \$108 per person per day, down from \$290 per person per day in FY19 due to COVID-related restrictions.



FY20 PROGRAM UPDATES

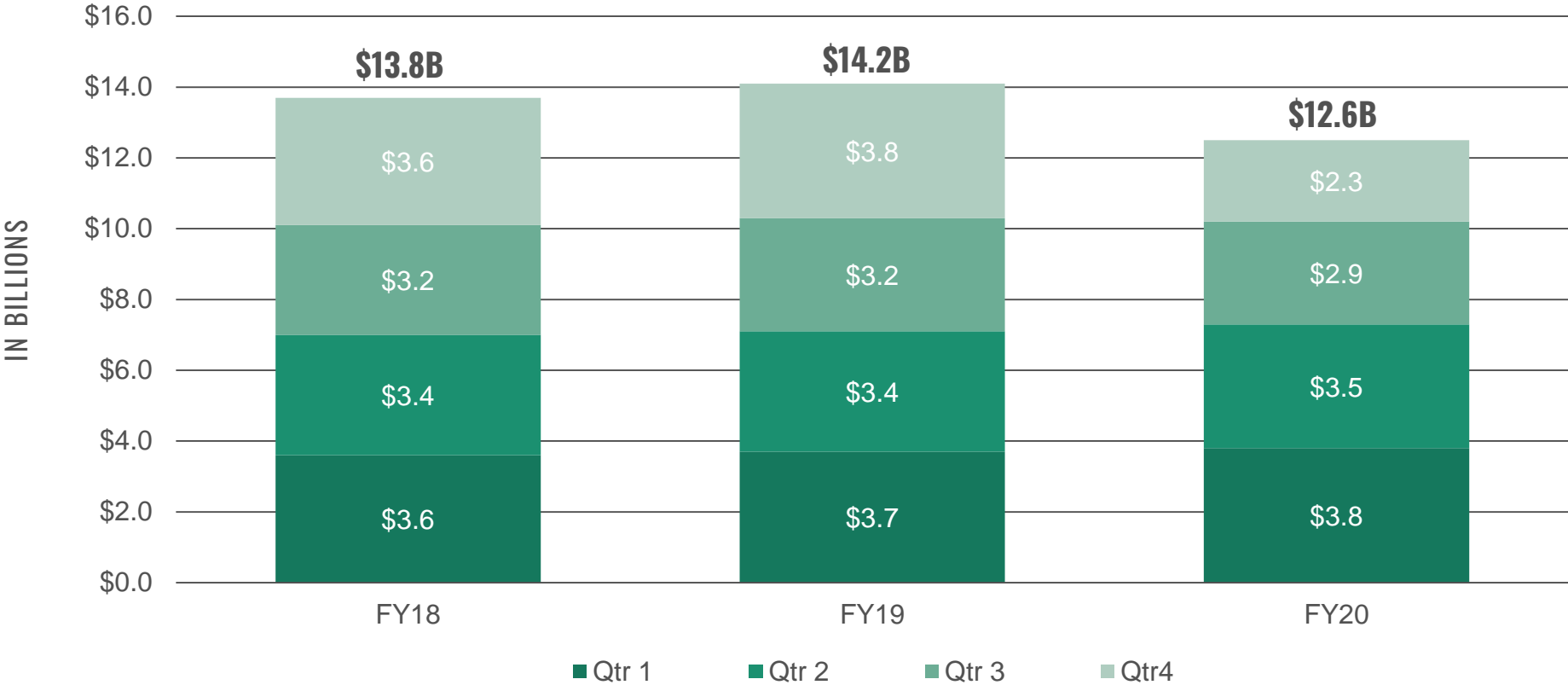
AND COVID-19 RESPONSE



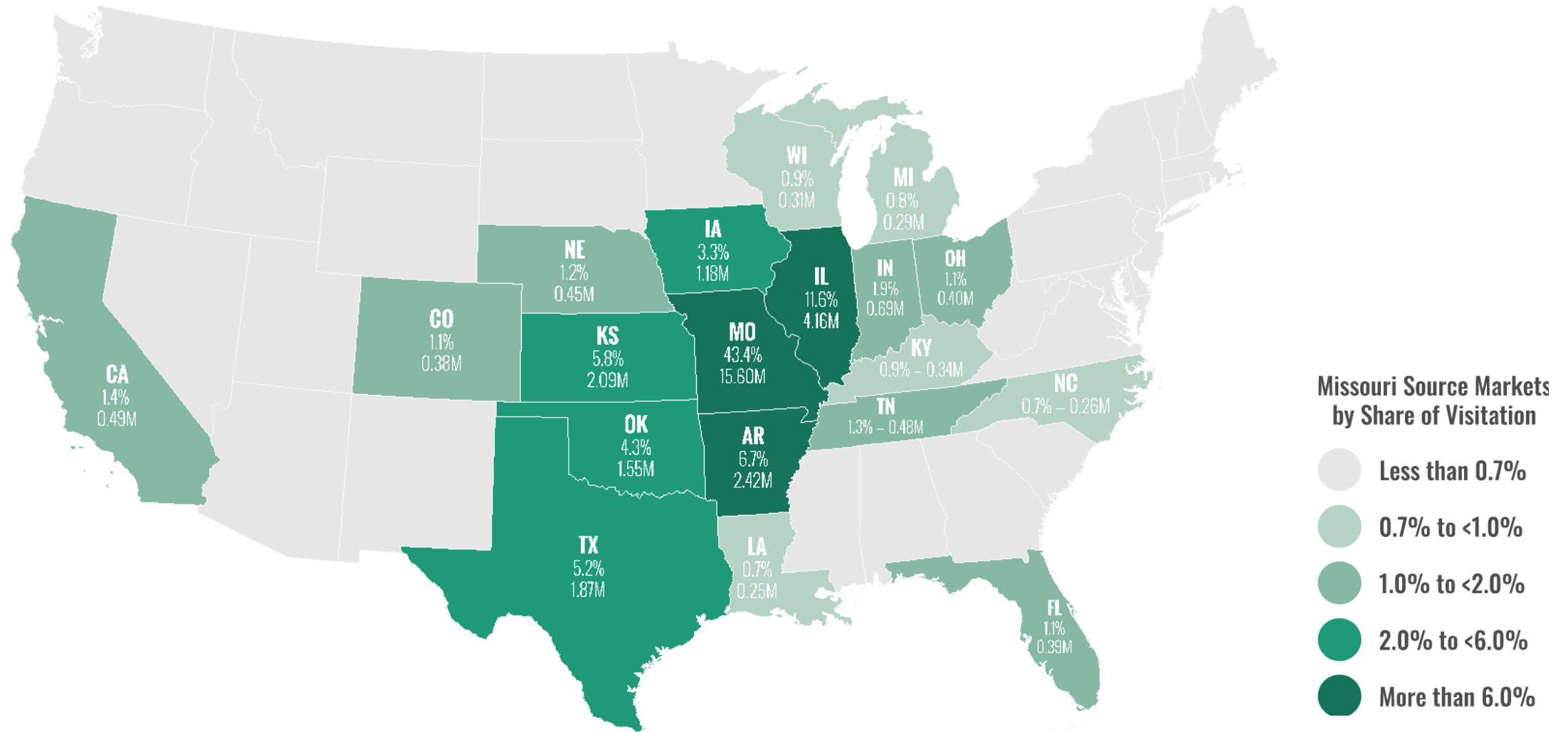
FY20 Tourism Sales Revenue



FY19 to FY20 Comparison Indicates \$1.6B Loss



In-State and Regional Travel Is Key



Note: Figures reflect TravelTrakAmerica data applied to Missouri visitor volume generated by Tourism Economics; two years of combined TravelTrakAmerica data to generate a larger sample

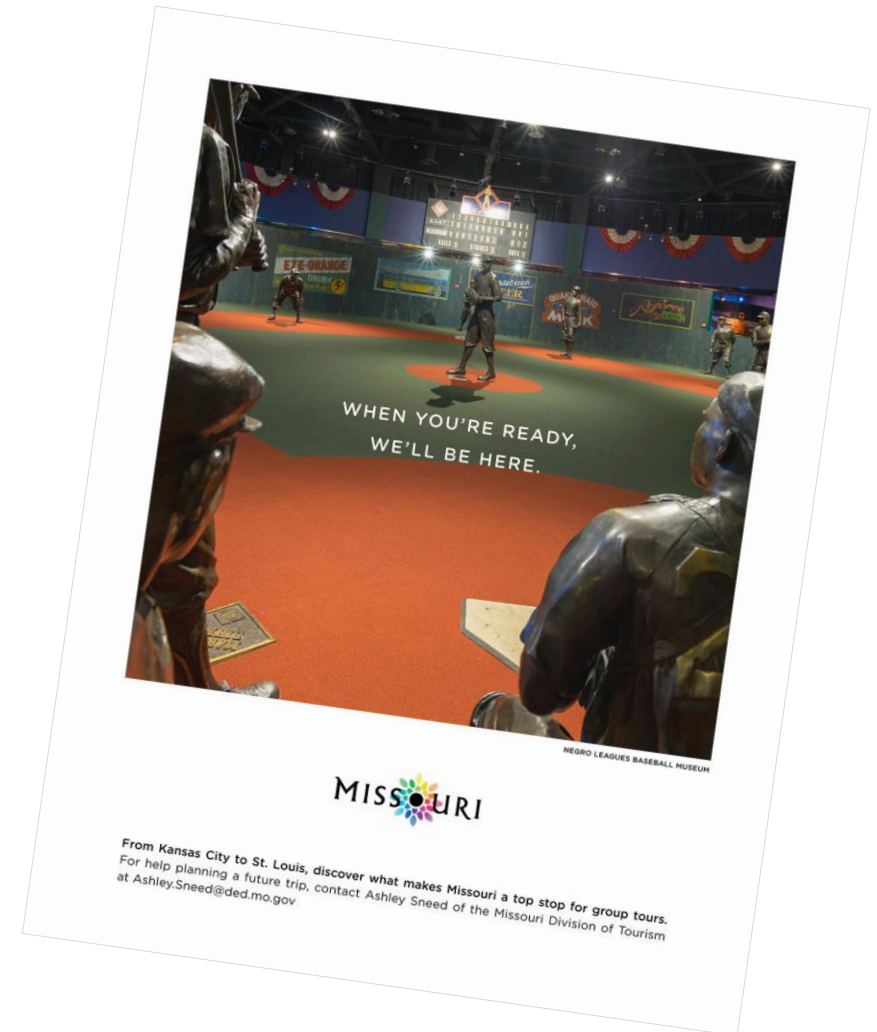
Creative Development

MDT began FY20 with a new contracted agency of record, OBP (Osborn Barr Paramore), and a new creative campaign was a top priority.

Transitional ads ran through fall, and holiday and winter campaigns were intended to serve as a bridge to the new work. MDT's research group coordinated focus groups in four markets (Des Moines, Dallas, Nashville and St. Louis) to test campaign concepts.

Additional online focus groups further refined the new creative by identifying attributes that a spokesperson should exhibit.

Where travel advertising normally would begin in spring, MDT paused campaigns due to COVID-19. When paid media resumed, rather than the traditional call to action, this campaign used "When you're ready, we'll be here" messaging that aligned with consumer sentiment.



Several travel writers were hosted in the first half of the fiscal year, resulting in earned media coverage including USA Today, Chicago Tribune and Midwest Living, among others.

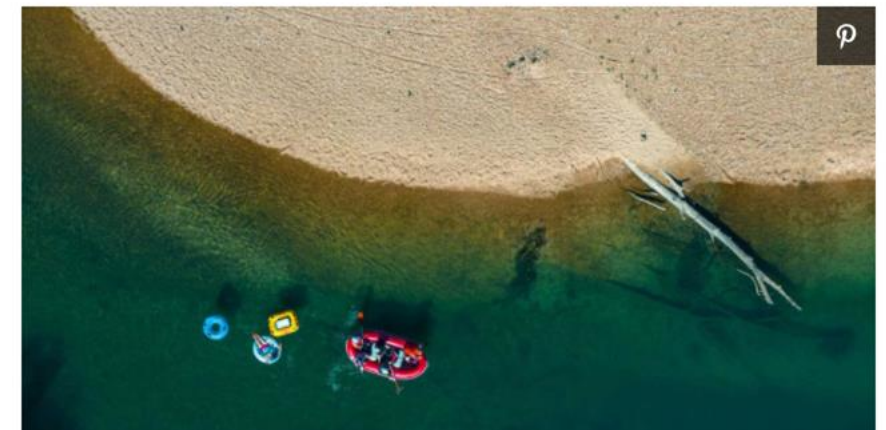
Road trips and outdoor experiences were the top requests from journalists as COVID's impact expanded, particularly in Q3 and Q4. There has continued to be interest from journalists looking for stories related to safe travel.

The ability to provide journalists with quality photography and video assets proved beneficial in getting placement.

10 Best Float Trips in Missouri for Beautiful Views and Serene Waters

These scenic float trips in Missouri are perfect for a serene day trip or days-long excursion.

BY ELIZABETH RHODES | AUGUST 29, 2020



Organic Social Media



ORGANIC PERFORMANCE

8,824,947
IMPRESSIONS

-41% YoY

3.11%
AVG. ENGAGEMENT RATE

-0.15% YoY

WEBSITE TRAFFIC FROM ORGANIC

00:01:22
AVG. SESSION DURATION

+36.97% YoY

FY20 began with an organic social strategy shift to prioritize overall engagement and drive website conversions. However, due to COVID-19, content creation was positioned to reflect consumers' inability or hesitancy to travel.

In March, the That's My M-O campaign launched to rally consumers around virtual Missouri experiences. This resulted in the highest monthly engagement rate of the year (5.59%) and a 4% increase year over year (YoY).

While COVID-19 impacted how people can travel, it had a smaller than expected impact on organic social channels due to the content shift taken.



Paid Social Media

PAID PERFORMANCE

91,920,845
IMPRESSIONS

0.72%
CLICK-THROUGH RATE

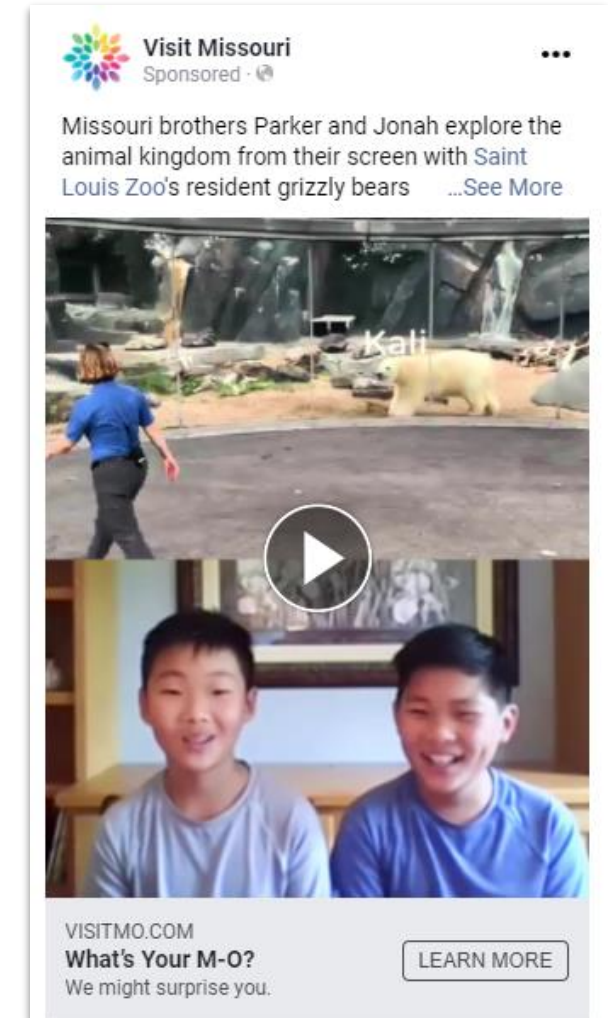
WEBSITE TRAFFIC FROM PAID

660,545
WEB USERS
+30.34% YoY

746,676
WEB SESSIONS
+25.11% YoY

In partnership with evergreen social ads, the That's My M-O campaign launched via social. The campaign drove more than 400,000 users to a microsite highlighting local- and attraction-oriented virtual experiences, while also asking consumers to identify their travel M-O.

Running from May through June 30th, the Travel Guide paid social campaign drove close to 10,000 sign-ups and had an increased YoY conversion rate. While overall Travel Guide requests were down for the fiscal year, paid social proved to be an efficient channel to drive sign-ups.



WEBSITE TRAFFIC

1,695,898 USERS +1.97% YoY	1,674,832 NEW USERS +2.29% YoY	00:01:33 AVG. SESSION DURATION -8.43% YoY
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SESSIONS

2,064,347 SESSIONS -1.65% YoY	1.67 PAGES / SESSION -1.61% YoY
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Almost all KPI measurements remained flat YoY when comparing FY19 versus FY20.

Average session duration saw a decrease, which can be attributed to YoY decreases in both paid social and display, and to the addition of That's My M-O content, which directed visitors to off-site, virtual experiences.

These were the only channels to have lower engagement, but the larger volume of sessions generated had a substantial impact on the site average.

Device breakdown is relatively unchanged YoY, with an increase in desktop traffic and a slight decrease in total traffic from mobile devices.

Mobile (73%)

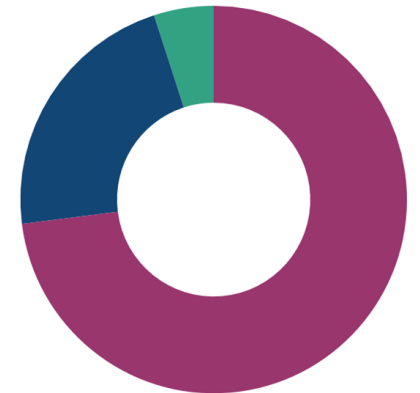
Previous Year: 74%

Desktop (22%)

Previous Year: 20%

Tablet (5%)

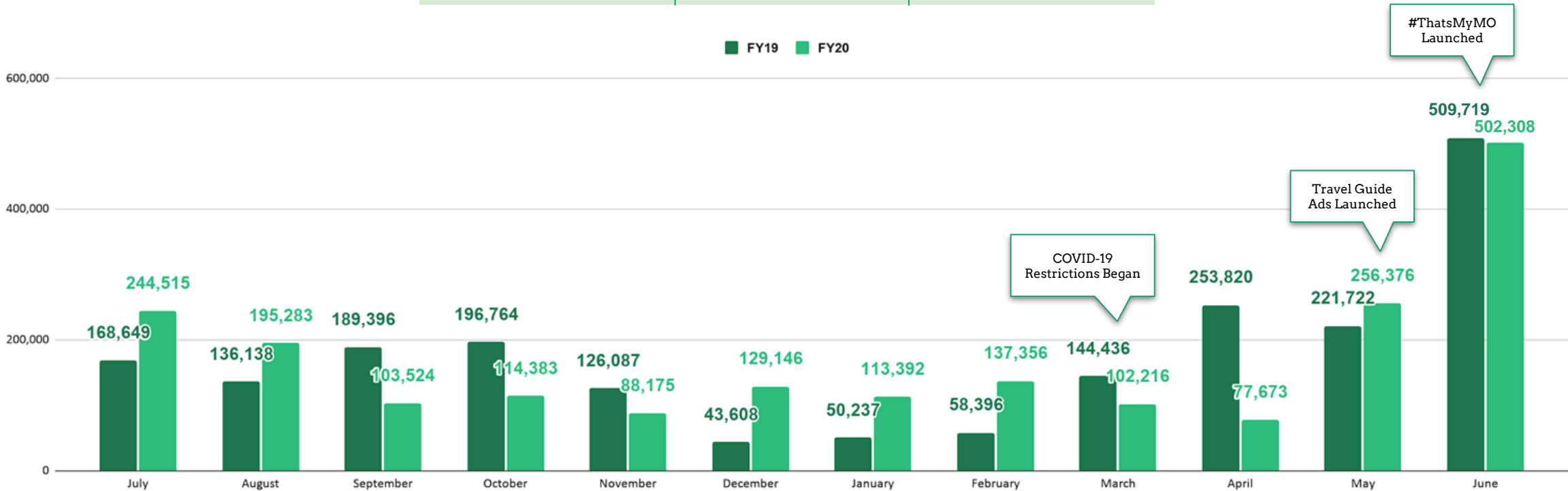
Previous Year: 6%



Percentage change reflects previous period (7/1/18 to 6/30/19).

Fiscal Year Traffic to VisitMO.com by Month

FY 2019	FY 2020	% of Change
2,098,972	2,064,347	-1.6%



Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns.

COVID-19 Impact and Response

Like all of our messages, we changed our call to action from “visit now” to “plan for later” and showcased experiences that people could enjoy from home.

We were able to direct visitors to the #ThatsMyMO microsite, which offered a curated list of activities that included museums holding virtual tours, makers offering lessons online, lists of restaurants offering curbside service and activities for children.

To keep Missouri top of mind and provide travel-planning inspiration, a campaign including organic social, paid social and YouTube ads launched to increase requests in Travel Guides.

#ThatsMyMO microsite



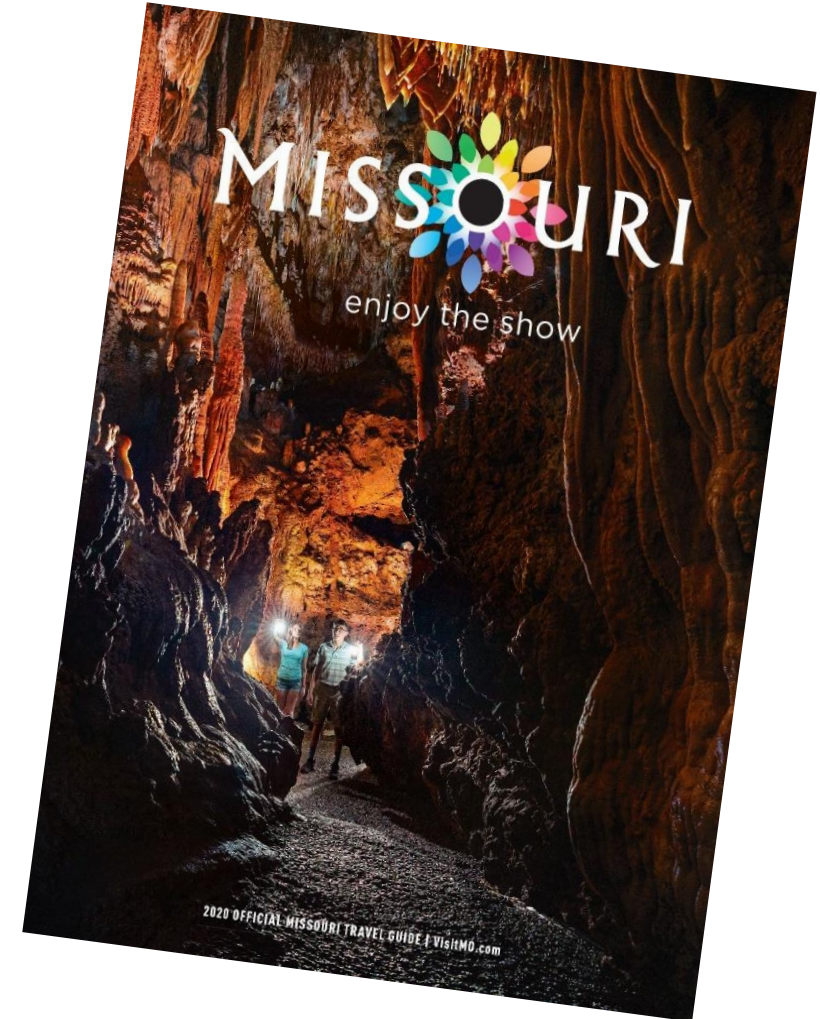
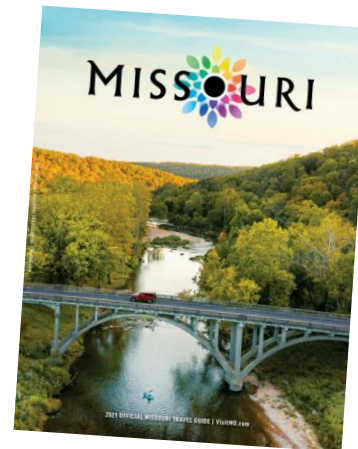
Travel Guide



MDT conducted a Travel Guide study that helped focus production of the 2020 Official Missouri Travel Guide (pictured right), which won a Gold Hermes Creative Award — given to the creative industry's best publications, branding collateral, websites and videos as well as advertising, marketing and communication programs.

Changing consumer sentiment about the safety of travel led to fewer requests for the Travel Guide. Overall requests were down 23.5% compared to FY19.

Production on the 2021 Official Missouri Travel Guide (pictured below) began in FY20, and content was designed to focus on outdoor getaways, road trips and smaller towns.





DESTINATION MARKETING ORGANIZATIONS (DMOs)

Destination Marketing Organizations (DMOs)

Partnerships with DMOs



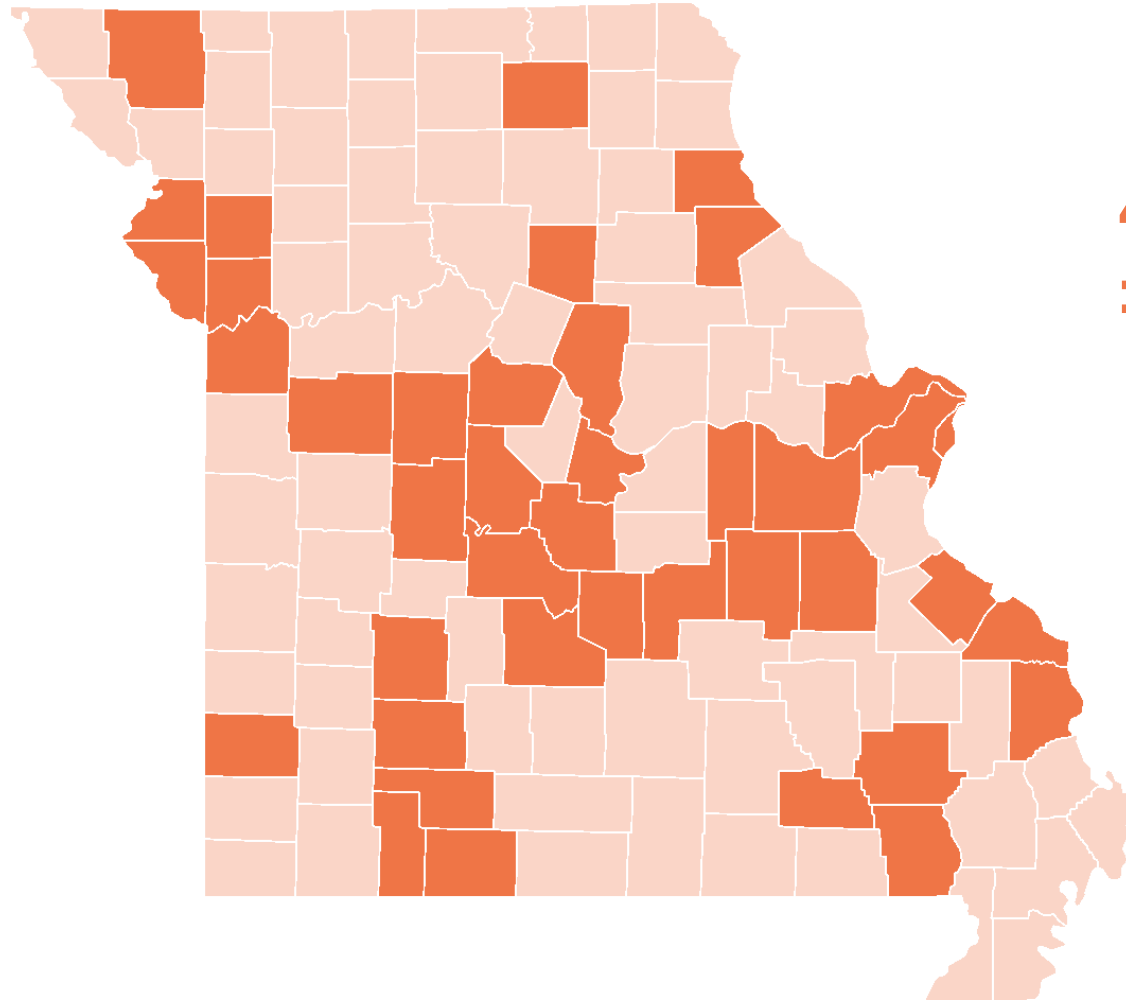
Cooperative Marketing Program

The Cooperative Marketing Program represented the Division's second-largest investment (as it does each year). The funds are provided to Destination Marketing Organizations (DMOs) through three separate matching-grant programs, which provide marketing, resources and partnership opportunities to increase visitation and visitor spending.

FY	MDT BUDGET	CO-OP AWARD
2017	\$20,714,990	\$3,440,441
2018	\$10,619,990	\$1,803,981
2019	\$15,262,233	\$2,801,730
2020	\$13,419,116	\$3,247,759

Destination Marketing Organizations (DMOs)

DMO Participation Statewide



**41 counties were represented
in the FY20 co-op**

Destination Marketing Organizations (DMOs)



COVID-19 Impact and Response

The Marketing Matching Grant (MMG) changed program guidelines to assist DMOs during this difficult time. Because these DMOs were no longer able to market their destinations as originally planned, MDT allowed earlier campaigns to be reimbursed.

In July 2020, Gov. Parson announced the \$15 million Show Me Strong DMO Funding Program, which included grant support for, among other things, COVID safety marketing and safety supplies for DMOs. This grant was administered by MDT's Cooperative Marketing team. In all, 31 DMOs participated and \$15 million was distributed.



A photograph of the Kauffman Center for the Performing Arts at dusk. The building's iconic design features a series of large, overlapping, curved metallic panels that create a shell-like appearance. The sky is a deep blue, and the building's interior lights are visible through the openings. In the foreground, a low concrete wall runs across the frame, with the text 'KAUFFMAN CENTER FOR THE PERFORMING ARTS' inscribed on it. To the left, a paved walkway with rectangular drainage grates is visible. The overall mood is serene and architectural.

FRONT-LINE AMBASSADORS

KAUFFMAN CENTER FOR THE PERFORMING ARTS

Front-Line Ambassadors



Official Missouri Welcome Centers

312,396 total visitors served at Official Welcome Centers

Increase of more than 5,000 visitors from prior year, largely due to being open on weekends through much of FY20

COVID-19 Impact and Response

Centers were closed from March 18-June 1, 2020

Re-opening protocols established during closures

Re-opening protocols implemented in phases on June 1

COVID-related state budget restrictions led to closure of centers in Kansas City, St. Louis and Hannibal in Q1 and Q2 of FY21

In Q2 of FY21, staff at centers in Rock Port, Joplin, Eagleville, Conway and Hayti began working reduced hours as part of expense-reduction efforts

A large crowd of people is gathered at night, looking up at the Gateway Arch. The arch is illuminated with blue and white lights. In the background, several large fireworks are exploding in the dark sky. The scene is festive and celebratory.

CONNECTING WITH TOUR OPERATORS

Connecting with Tour Operators



Travel Trade, COVID-19 Impact and Response

This program works directly with professional travel providers — tour operators and receptive operators — to influence travel in the domestic group and international markets.

MDT and contracted vendor, Legacy Dimensions, completed a number of activities, including attending trade shows and conducting familiarization tours for international and domestic travel trade/receptive tour operators and journalists.

Like all other segments of the travel industry, the travel trade program was severely impacted by the pandemic. Several major trade shows, including US Travel Association's IPW, which is the largest in-bound international show in the United States, were canceled.

MDT continues to monitor this market to determine how to effectively use resources moving forward.

EVENTS

UK Sales Mission with Explore St. Louis,
Visit KC and Branson CVB

Student Youth Travel Association Convention

World Travel Market

NAJ Receptive Tour Operator Summit Orlando

Travel South USA International Showcase and
Familiarization Tours

Heritage Club International FAM Tour

The image features a scenic view of a rocky river with a waterfall, overlaid with a teal gradient. The text "MISSOURI FILM OFFICE" is prominently displayed in the center in a bold, white, sans-serif font. The background shows a lush green forest on a hillside, with large, dark grey rocks in the foreground and middle ground. The water is white and turbulent as it flows over the rocks. Two small figures of people are visible in the distance, one sitting on a rock and another standing nearby. The overall tone is serene and naturalistic, with the teal overlay providing a modern, artistic touch.

MISSOURI FILM OFFICE

Missouri Film Office

Works to develop, coordinate and market the film industry and film-related activities in Missouri. The Film Office is the central point of contact for inquiries concerning film, TV shows/segments, documentaries, commercials, web content and digital media.

Services in FY20 supported projects on ABC, Discovery, HGTV, NBC and History Channel, as well as digital platforms such as Netflix, Facebook and YouTube.

COVID-related shutdowns and restrictions led to a 28% year-over-year decline in the number of projects for which assistance was provided.

BY THE NUMBERS

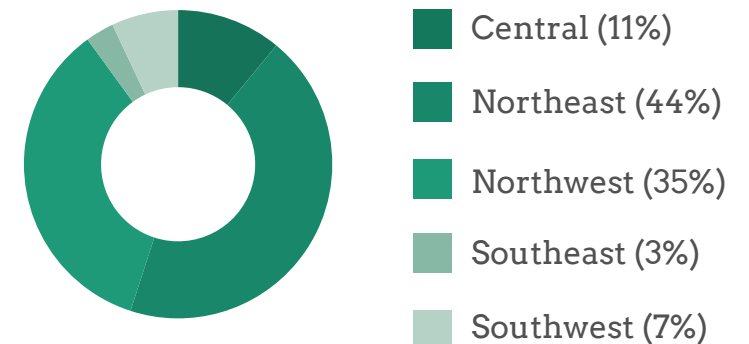
133 projects assisted in FY20

1,445 images in database for location scouts to search

3,600 professionals listed on cast/crew database

38 film programs at Missouri colleges and universities

PROJECTS BY THE REGION

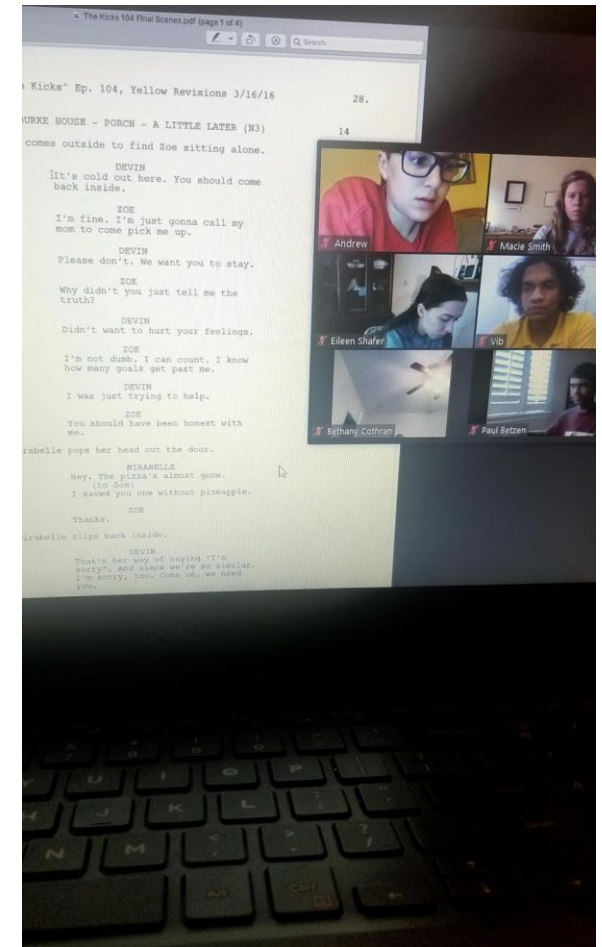


COVID-19 Impact and Response

Due to COVID shutdowns and restrictions, many film festivals and events went online March-June, including KC Film Fest, FilmFest 4-H and Branson International Film Fest.

The Film Office assisted with NBC's "American Ninja Warrior" season, which filmed entirely in St. Louis and demonstrated how productions could be completed with proper COVID response and safety measures in place.

Missouri Stories Scriptwriting Fellowship program went virtual and received 92 submissions, bringing the program's seven-year total to 410. The program is designed to encourage writers to craft stories and screenplays set in the Show-Me State.





COUNTY TOURISM SPENDING, EMPLOYMENT, PROPERTY TAX AND CO-OP GRANT AWARDS

County Tourism Spending, Employment, Property Tax and Co-Op Grant Awards



	NAICS SPENDING	EMPLOYMENT	PROPERTY TAX	COOP GRANT AWARDS	COUNTIES WITH GRANT SHARING
ADAIR COUNTY	\$37,673,414.52	1,135	\$767,354.52	\$10,608.00	
ANDREW COUNTY	\$7,131,059.06	129	\$304,911.08		
ATCHISON COUNTY	\$6,737,324.57	128	\$339,194.70		
AUDRAIN COUNTY	\$22,591,010.45	485	\$485,396.15		
BARRY COUNTY	\$41,522,247.41	935	\$738,563.35		
BARTON COUNTY	\$12,985,656.30	385	\$418,991.39		
BATES COUNTY	\$12,665,772.06	333	\$505,332.34		
BENTON COUNTY	\$18,626,626.38	447	\$728,093.69	\$9,200.00	
BOLLINGER COUNTY	\$4,142,265.98	87	\$113,366.53		
BOONE COUNTY	\$386,864,651.62	10,328	\$8,624,320.67	\$113,779.00	
BUCHANAN COUNTY	\$181,164,121.87	3,849	\$2,286,084.32	\$147,395.00	
BUTLER COUNTY	\$76,364,590.09	1,800	\$1,275,339.57	\$35,465.00	Includes Carter and Wayne counties

	NAICS SPENDING	EMPLOYMENT	PROPERTY TAX	COOP GRANT AWARDS	COUNTIES WITH GRANT SHARING
CALDWELL COUNTY	\$1,864,929.89	53	\$107,105.66		
CALLAWAY COUNTY	\$44,464,256.68	1,186	\$1,030,190.73		
CAMDEN COUNTY	\$195,559,368.92	3,741	\$8,716,461.35	\$251,325.00	Includes Miller and Morgan counties
CAPE GIRARDEAU COUNTY	\$190,068,635.39	4,296	\$2,821,848.62	\$55,493.00	
CARROLL COUNTY	\$7,518,796.90	201	\$277,331.56		
CARTER COUNTY	\$5,912,922.00	235	\$569,233.52	Included in Butler County's total	
CASS COUNTY	\$127,805,121.21	3,450	\$6,855,504.22		
CEDAR COUNTY	\$12,845,077.94	348	\$439,011.15		
CHARITON COUNTY	\$3,252,810.19	116	\$203,131.10		
CHRISTIAN COUNTY	\$95,543,709.96	2,335	\$4,651,791.36	Included in Greene County's total	
CLARK COUNTY	\$3,487,410.76	115	\$211,905.23		
CLAY COUNTY	\$465,840,075.21	11,967	\$14,045,180.92	\$223,846.00	Includes Ray County
CLINTON COUNTY	\$7,256,333.70	356	\$722,697.14		
COLE COUNTY	\$143,820,142.14	3,742	\$2,741,994.73	\$64,791.00	
COOPER COUNTY	\$21,285,770.71	737	\$1,297,797.62	\$6,000.00	
CRAWFORD COUNTY	\$29,832,097.38	556	\$471,885.84	\$11,153.00	

	NAICS SPENDING	EMPLOYMENT	PROPERTY TAX	COOP GRANT AWARDS	COUNTIES WITH GRANT SHARING
DADE COUNTY	\$3,231,618.52	104	\$155,517.20		
DALLAS COUNTY	\$15,650,044.11	321	\$358,231.52		
DAVIESS COUNTY	\$3,185,703.59	93	\$233,522.90		
DEKALB COUNTY	\$18,480,170.96	177	\$200,650.12		
DENT COUNTY	\$15,306,690.68	295	\$262,085.71		
DOUGLAS COUNTY	\$8,754,375.24	227	\$202,217.37		
DUNKLIN COUNTY	\$30,465,395.13	675	\$599,912.24		
FRANKLIN COUNTY	\$159,295,836.79	3,737	\$4,611,132.26	\$19,875.00	
GASCONADE COUNTY	\$18,666,341.97	491	\$776,744.19	\$25,436.00	
GENTRY COUNTY	\$3,697,358.17	89	\$124,449.66		
GREENE COUNTY	\$734,247,905.37	17,344	\$12,328,753.11	\$351,600.00	Includes Christian and Polk counties
GRUNDY COUNTY	\$6,371,161.99	216	\$264,969.92		
HARRISON COUNTY	\$10,548,284.13	210	\$356,343.59		
HENRY COUNTY	\$32,294,965.74	701	\$628,234.48		
HICKORY COUNTY	\$6,071,320.52	155	\$444,127.77		
HOLT COUNTY	\$6,296,942.95	77	\$132,730.74		

	NAICS SPENDING	EMPLOYMENT	PROPERTY TAX	COOP GRANT AWARDS	COUNTIES WITH GRANT SHARING
HOWARD COUNTY	\$4,413,476.14	122	\$117,221.26		
HOWELL COUNTY	\$54,533,312.87	1,343	\$776,253.02		
IRON COUNTY	\$6,773,685.98	173	\$198,247.40		
JACKSON COUNTY	\$1,969,827,525.18	38,369	\$58,268,689.64	\$337,000.00	
JASPER COUNTY	\$230,641,738.06	4,956	\$3,030,311.83	\$40,409.00	
JEFFERSON COUNTY	\$287,393,681.04	5,879	\$12,162,829.50		
JOHNSON COUNTY	\$63,211,399.90	1,950	\$2,098,452.47	\$32,375.00	
KNOX COUNTY	\$806,509.98	31	\$51,424.67		
LACLEDE COUNTY	\$59,331,860.65	1,207	\$905,003.76	\$29,500.00	
LAFAYETTE COUNTY	\$29,827,998.50	764	\$993,347.02	\$9,244.00	
LAWRENCE COUNTY	\$30,342,671.31	952	\$782,674.32		
LEWIS COUNTY	\$3,781,666.32	154	\$192,657.25		
LINCOLN COUNTY	\$46,732,825.55	1,004	\$1,594,057.69		
LINN COUNTY	\$10,538,530.29	260	\$252,057.79		
LIVINGSTON COUNTY	\$18,991,685.73	519	\$385,352.56	\$3,000.00	
MACON COUNTY	\$20,384,848.02	527	\$609,343.15		

	NAICS SPENDING	EMPLOYMENT	PROPERTY TAX	COOP GRANT AWARDS	COUNTIES WITH GRANT SHARING
MADISON COUNTY	\$10,507,275.72	272	\$197,941.39		
MARIES COUNTY	\$2,872,340.01	48	\$72,891.87		
MARION COUNTY	\$62,198,858.93	1,360	\$1,185,498.41	\$72,000.00	Includes Ralls County
MCDONALD COUNTY	\$14,252,365.09	327	\$160,523.55		
MERCER COUNTY	\$472,848.10	6	\$7,051.08		
MILLER COUNTY	\$41,734,305.08	686	\$2,247,852.38	Included in Camden County's total	
MISSISSIPPI COUNTY	\$11,309,109.21	312	\$300,834.64		
MONITEAU COUNTY	\$7,657,857.78	226	\$309,672.46		
MONROE COUNTY	\$4,605,566.29	156	\$445,169.75		
MONTGOMERY COUNTY	\$7,208,752.19	220	\$365,102.50		
MORGAN COUNTY	\$24,952,569.59	558	\$1,475,189.07	Included in Camden County's total	
NEW MADRID COUNTY	\$26,632,823.35	403	\$381,171.18		
NEWTON COUNTY	\$100,085,652.08	2,043	\$1,352,001.19		
NODAWAY COUNTY	\$30,909,689.41	902	\$943,228.78	\$15,414.00	
OREGON COUNTY	\$7,250,446.42	149	\$145,574.65		
OSAGE COUNTY	\$6,968,729.39	180	\$119,687.19		

	NAICS SPENDING	EMPLOYMENT	PROPERTY TAX	COOP GRANT AWARDS	COUNTIES WITH GRANT SHARING
OZARK COUNTY	\$8,892,379.59	236	\$497,755.55		
PEMISCOT COUNTY	\$8,783,482.04	245	\$253,090.86		
PERRY COUNTY	\$22,546,652.41	570	\$417,264.65	\$6,445.00	
PETTIS COUNTY	\$72,987,639.93	1,611	\$1,209,804.28	\$22,000.00	
PHELPS COUNTY	\$83,268,139.67	2,231	\$1,586,810.21	\$3,000.00	
PIKE COUNTY	\$14,486,863.37	432	\$504,508.47		
PLATTE COUNTY	\$282,080,659.29	5,628	\$9,201,390.96	\$26,750.00	
POLK COUNTY	\$29,507,470.82	576	\$469,893.43	Included with Greene County's total	
PULASKI COUNTY	\$73,806,885.54	2,645	\$2,429,906.16	\$71,500.00	
PUTNAM COUNTY	\$959,453.73	18	\$37,981.93		
RALLS COUNTY	\$5,184,023.01	111	\$60,776.67	Included in Marion County's total	
RANDOLPH COUNTY	\$30,255,032.78	549	\$573,923.04	\$10,900.00	
RAY COUNTY	\$13,284,519.21	359	\$645,167.14	Included with Clay County's total	
REYNOLDS COUNTY	\$3,960,320.94	111	\$250,469.66		
RIPLEY COUNTY	\$6,968,760.96	165	\$145,473.48		
SALINE COUNTY	\$22,688,832.73	587	\$439,591.78		

	NAICS SPENDING	EMPLOYMENT	PROPERTY TAX	COOP GRANT AWARDS	COUNTIES WITH GRANT SHARING
SCHUYLER COUNTY	\$468,753.43	18	\$51,346.10		
SCOTLAND COUNTY	\$2,076,076.34	47	\$74,531.21		
SCOTT COUNTY	\$48,970,739.59	1,086	\$836,129.12		
SHANNON COUNTY	\$8,320,334.56	121	\$101,080.07		
SHELBY COUNTY	\$2,550,227.39	66	\$82,655.90		
ST CHARLES COUNTY	\$855,235,239.21	19,952	\$34,139,773.88	\$246,600.00	
ST CLAIR COUNTY	\$3,549,391.14	77	\$180,607.50		
ST FRANCOIS COUNTY	\$100,536,570.11	2,304	\$2,048,834.94		
ST LOUIS CITY	\$1,243,051,939.96	23,737	\$23,414,724.84	Included in St. Louis County's total	
ST LOUIS COUNTY	\$2,398,317,406.43	54,273	\$18,629,532.90	\$387,200.00	Includes St. Louis city, Maryland Heights
STE GENEVIEVE COUNTY	\$16,931,236.77	458	\$455,444.02	\$23,960.00	
STODDARD COUNTY	\$29,552,511.63	637	\$593,962.83		
STONE COUNTY	\$163,924,635.55	2,038	\$7,127,521.33	\$229,198.00	
SULLIVAN COUNTY	\$1,872,936.61	21	\$15,492.09		
TANEY COUNTY	\$500,310,934.47	11,172	\$17,940,357.16	\$351,600.00	
TEXAS COUNTY	\$15,901,942.40	372	\$260,502.09		

	NAICS SPENDING	EMPLOYMENT	PROPERTY TAX	COOP GRANT AWARDS	COUNTIES WITH GRANT SHARING
VERNON COUNTY	\$22,833,106.08	458	\$351,694.42		
WARREN COUNTY	\$36,657,386.22	694	\$1,194,223.17		
WASHINGTON COUNTY	\$15,768,991.41	290	\$279,710.01	\$3,698.00	
WAYNE COUNTY	\$5,643,611.28	228	\$309,292.91	Included with Butler County's total	
WEBSTER COUNTY	\$35,114,091.14	683	\$560,855.25		
WORTH COUNTY	\$159,626.73	7	\$21,931.47		
WRIGHT COUNTY	\$13,249,079.61	344	\$243,819.04		
TOTAL	\$12,635,200,803.39	279,602	\$303,194,785.86	\$3,247,759.00	

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